

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# Extension Service REVIEW

Library, Southwest Region  
Soil Conservation Service,  
Albuquerque, New Mexico

**AUGUST, 1939**

**VOL. 10 - - - - - No. 8**





# Skill in Presentation Brings the Plan to Life

Many is the fine plan which is gathering dust in someone's files or tucked away on the library shelf, waiting for the man who can picturize and dramatize it for the common folks. The history of any important movement always shows a man who could take ideas and vitalize them for people. Often as not, these ideas were carefully worked out by scholars and philosophers who went before him, but the work of these estimable men failed to catch the imagination and were not remembered—let alone put into practice.

This job of painting the picture so that others can catch the vision is particularly the job of the extension agent. Many communities, counties, and States have, during the past few years, formulated fine plans of action for using efficiently all the resources at hand in building prosperous agriculture and abundant living for farm families. The trend of the times is shown by the many articles coming to the **REVIEW** on various phases of over-all planning to meet local needs or State-wide situations. Perhaps the time has come to give more thought to ways of presenting these plans effectively to farm people. C. M. Linsley, extension agronomy specialist in Illinois, draws such a conclusion from a recent study he has been making of educational work in support of the AAA program. Illustrating his point from his own experience, he says:

"If the long-time objectives of the agricultural conservation program, Soil Conservation Service and the Extension Service, and other agencies are to be reached in the near future, a much greater emphasis will need to be placed on an educational program designed to instill into our farm people a wholesome respect for the soil. We have devoted a tremendous amount of effort and money through payments of the AAA and through the technical and financial assistance of the S.C.S. in an attempt to sell a soil-conservation program. In comparison, very little effort has been devoted to giving farmers an understanding of the fundamental principles underlying the

program of these agricultural agencies."

Too often we simply call a meeting and talk. Little thought is given to the objectives of those meetings or how to prepare and present the information so that the real purpose of the meetings is accomplished, and that usually is to present certain information in an understandable and convincing manner. Of course, the pressure of work leaves little time for thoughtful preparation of any phase of the extension program. However, the logical solution to that probably is fewer meetings more effectively conducted.

"I am firmly convinced that many of the meetings that we have held in the past have accomplished very little in the way of effective teaching. I also suspect that the problem of the small attendance at farmers' meetings is partly the fault of the extension worker in that he failed to give sufficient thought to making the meetings interesting and instructive.

"The foregoing observations are made after our experience in leader-training schools during the last 2 years. The extension specialists involved in this program devoted several weeks to the educational procedure and the preparation of chart and film-strip material. About 45 charts were prepared in color for the schools during these 2 years. Charts were reworked time and again in an attempt to make them tell the story effectively. The film strip was prepared with a very definite purpose in mind, and that was to direct the thinking of these leaders toward actually putting the soil-improvement and erosion-control practices into effect on their own farms. We have had more favorable comment on this series of schools than on all the meetings on soil held during the past 10 years.

"Farmers have said that these meetings were the best they had ever attended and have asked when additional meetings would be held. Local leaders have told their neighbors about these meetings, and these neighbors have asked if they might attend future meetings. The carefully prepared charts and film strips made the difference

between an effective meeting and just another meeting."

Mr. Linsley is right. We need to place even more emphasis on developing skill in various methods of presentation and on ways of imparting this same knowledge and skill to local leaders. Among other aids which might be most helpful just now in making progress toward the goal are simple, interesting, and convincing material in the form of film strips, charts, circular letters, radio, news items, brief illustrated circulars, and posters.

With this in mind, the **REVIEW** this month and next specializes on articles telling how plans and objectives are being presented effectively to rural people in all parts of the country. There are many, many examples of agents who have excelled in one or more methods of presenting educational material. Some of them have consented to describe their methods and to report on the results they have achieved. In this number the emphasis is on visual aids, and next month other methods will be discussed.

J. M. Moore, whose picture appears on the cover, says that Americans are not becoming immune to meetings, demonstrations, or education, but that it does take new and vigorous ways of using old familiar devices to interest them. He recommends color slides which he has used with much success.

The South Carolina movie truck which brings the pictured story of better farming and living to many people who have never attended an extension meeting, the Texas photograph enlargements which have added pep to make meetings click, the pictures with which County Agent Daly has sold extension work to his Kansas county, and the excellent photographs which County Agent Washburn uses so effectively in his California county, all described in this number, attack the problem of visual presentation from different angles.

A wider knowledge and more skillful use of these and similar devices are essential if we are to make progress in approaching the goals of our agricultural program.



Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 10 cents per copy or by subscription at 75 cents a year, domestic, and \$1.15, foreign. Postage stamps are not acceptable in payment.

EXTENSION SERVICE. U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • C. W. WARBURTON, Director • REUBEN BRIGHAM, Assistant Director

## The Art of Taking and Using Extension Pictures

■ Pictures are an effective way to sell the extension program. That is the opinion of County Agent Walter J. Daly, Cowley County, Kans. In the newspaper, on the screen, and as illustrative sketches with circular letters, they are invaluable in attracting attention and selling new ideas.

With two daily papers and one weekly paper all anxious to use good local pictures, the news photo has been most important in the Cowley County program. During the past year, 93 different pictures have been used in the local county papers. Some of these pictures have been used in two or three papers; usually different pictures are given to each paper. This plan of giving different pictures to each paper suits the editors and makes it possible to further localize the publicity program.

Mr. Daly has his best-organized program with the Arkansas City Daily Traveler. This paper carries a special farm page each Tuesday. This page is devoted largely to pictures and news stories featuring the local extension program. In addition, the Traveler prints timely agricultural news any day during the week. In the Winfield Courier (daily), the agricultural and homemaking news is distributed during the week. The Winfield Record (weekly) devotes a portion of a page to this type of news each week.

The Cowley County agricultural agent believes that local pictures have made his publicity program popular with the editors and the people of the county. He believes their greatest value is in arousing interest, but they are often educational as well as interesting. Townspeople, the same as country people, seem to be interested in farm pictures.

Mr. Daly does his own photographic work. It is a hobby with him, and developing and printing are done during spare time in evenings. As far as photography is concerned, Mr. Daly says he belongs in that class of amateurs known as "bathroom finishers" and



County Agent W. J. Daly, who finds farm folk picture-minded.

adds, to those who might try this venture, that diplomatic relations with the wife are more vital than hypo and developer. The farm bureau pays for most film, paper, and chemicals that are used in making extension pictures. Cost to the farm bureau averages about \$2.50 per month, which includes pictures for the annual report as well as for publicity purposes.

Camera equipment is owned by Mr. Daly, but a projector and a screen for slides have been purchased by the farm bureau. Mr. Daly takes most of his pictures with the 35-millimeter miniature camera. Most prints sent to newspapers are enlarged to 5 by 7 inches. Glossy prints are furnished the press without charge.

During the past year, slides, both color and black and white, have been used extensively

in the Cowley County extension program. Mr. Daly selected 100 slides, about half of them in color, and used them in making his annual report at 17 township meetings last winter. This illustrated report also was given to the Arkansas City and the Winfield Chamber of Commerce organizations. These slides proved to be an effective way to make a report interesting. Most of the pictures showed extension activities and results. Slides also have been used at 4-H Club and other meetings.

The Cowley County program has proved that color slides are especially effective. They not only attract more attention than black and white but for many subjects are much more accurate insofar as educational value is concerned. Often, such as is the case with fertility tests, it takes color to tell the complete story. Mr. Daly believes that miniature cameras make color slides inexpensive and practical.

As in most Kansas counties, illustrated circular letters are not neglected in the Cowley County Program. Mr. Daly believes that illustrations help many circular letter but should not be used on all letters. Bold headings made with a lettering guide often are more effective. He also believes that care should be used in the number of circular letters sent—too many are not only an unnecessary cost but, in the eyes of the people, cheapen the service. In the 1938 report year, 279 circular letters were sent out in Cowley County. Most of them used illustrations or large lettered headings. (This number includes agricultural conservation program letters written by Mr. Daly.)

Mr. Daly finds that people are picture conscious, and farm folks are no exception. They much prefer their education in illustrated "doses" rather than printed pages of lectures. Cowley County's experience indicates that pictures are a modern and effective way of putting over an extension program.



# In Sight—In Mind

**HENRY L. WASHBURN, County Agent, Santa Cruz County, Calif.**

■ County agents sometimes ask why I made photography a hobby. It came on gradually. Very poor pictures, soil erosion, and a desire to do some one thing well were responsible.

In 1930, erosion damage was a little worse than usual, or I was more conscious of it. If I could only show my growers this county-wide damage at a glance, I thought, it might also make them more erosion-conscious.

While attending our State conference that year, I saw County Agent Boissevain's little single-frame miniature camera. I bought one, stuck it on a tripod, and added an exposure meter. During the next rainy spell, every time I passed erosion damage, that bit of evidence was added.

At that time, no local photographer would process the film, so I sent it to a miniature specialist at Berkeley for development. Forty frames were selected for a film strip which I showed at evening meetings. These were followed by a series of well-attended field meetings.

During 1933, we had an opportunity to obtain a Federal erosion-control area, provided growers were interested. In 3 days a committee of erosion-conscious farmers got 550 owners to sign a petition for the area. Enlarged prints from the erosion negatives accompanied the petition, and we got the area. I became more interested in pictures, especially in the more facile-working miniature camera used with tripod and exposure meter.

## *Puts Life in Annual Report*

A Federal bulletin interested me in looking over my annual reports. The pictures were mealy, out of focus, and lacked interest, and well deserved their hiding place in the envelope at the rear. Writing annual reports is tedious. Confucius said that a good picture is worth 10,000 words. Perhaps, if my report were attractively illustrated, local folks might look at it while waiting in the office. Now, with 64 pages of home-made pictures, it is out in the open all the time; and many people get a better idea of the wide scope of our service.

Expanding my good idea, I bought a new miniature camera with double frame, 35 millimeter negative, and the county supplied an enlarger which I installed in an 8- by 10-foot dark room walled off with plaster board in a woodshed at home.

Printed instructions resulted in slow progress, so I organized a local extension class. In this way I was able to obtain additional training from one of the University of California instructors. Mystery gave way to

laboratory routine. Time and temperature were controlled to make negatives fit enlarging paper. Now, when hurried, I can put through 3 rolls (150 frames) in 45 minutes and make forty 5 by 7 enlargements from 10 to 12 negatives after dinner, cropping out unwanted portions of the original negatives.

My pictures are a big help when used in local papers, mounted to show at field meetings, in exhibits, and on the screen, not to mention local use of the annual report. For screen use, I have switched almost entirely to the 35-millimeter natural-color 2-inch slides.

In photography rules are made to be broken. However, I have found the following to be of great help: Use one kind of film, a lens shade, tripod, exposure meter, and yellow filter where sky is in pictures. Focus carefully, and do not shoot between 10:30 a. m. and 2:00 p. m., eliminate background, always use 45-degree light, i. e., sun from left or right. Take one picture at a time; avoid distant shots unless there is an interesting foreground.

All brands of film have different characteristics. No one can explain them. It is easy to eliminate this variable by sticking to one film until its quality is learned by experience.

A wobbly camera and an out-of-focus lens

A chance shot of 4-H Club members. A little persuasion was necessary to get arms over shoulders to tie the picture together. I sat on the ground and shot upward to get a clear background, using a medium yellow filter to make the faces stand out against a dark sky. I focused on the boy's hand.



at first spoiled many of my pictures. Tripods are tedious, but mine gave me a standard of sharpness with which to judge the inevitable hand-held shots. It is an advantage if the camera "stays put" while lining up the composition. Biggest advantage is the opportunity to stop down the lens aperture and use a slow shutter speed. The nearer I can approach  $f:64$  the greater the detail, over-all sharpness, and depth. This applies to still subjects only.

## *Focusing Made Easy*

Focusing is where the little camera shines. More than half the time I use hyperfocal distance. I had my camera more than a year before I knew what this meant or how to set it instantly with the built-in focusing scale. Briefly, at any given lens aperture, there is a set distance from the camera, which, when it is focused, will give sharpness from one-half that distance from the camera to infinity. The smaller the aperture and the shorter the lens, the nearer the hyperfocal distance.

Thus, with the usual folding camera and a  $5\frac{1}{2}$ -inch lens with aperture at  $f:16$ , the hyperfocal distance is 32 feet; and everything from 16 feet to infinity is in focus. A smaller camera with a 2-inch lens at  $f:16$  has a hyperfocal distance of 16 feet, and everything from 8 feet to infinity is sharp.

When "shooting on the wing" with the little camera,  $f:8$  gives a hyperfocal distance of 30 feet, but lets in four times as much light, which permits a shutter speed of one one-hundredth of a second, or four times as fast



as the one twenty-fifth of a second necessary for the f:16 of the larger camera.

Experience was necessary to tie up the use of an exposure meter with the brand of film I am using. The same old exposure meter, with my eyes, checks with the electrical instrument; and I carry it for a spare. The electrical meter is faster. I usually expose for the shadows and develop for the high lights. When in doubt, I make three exposures—the one indicated by the meter, the second double, and the third one-half of the metered shot. The little camera makes this process economical.

Composing the picture is the biggest task and calls for the art of seeing. Some agents may be born with it, but to most of us it comes slowly and with hard work. Here again a few rules have been helpful to me.

Have only one center of interest in a picture. Make it impossible to divide the picture into two or more. Never put the center of interest in the middle, but near one of the intersections made by lines dividing the frame into thirds both ways. Prevent the horizon from cutting through the center or dividing the picture into equal spaces. Have subjects look into not out of the picture, i. e., have more space in the direction they are looking or going. Always have something in the foreground, preferably dark, if it is only a shadow. Give the best light to the center of interest. Get close enough so that there is nothing left in the frame except that which will add interest to the subject matter. Get rid of backgrounds by shooting against the sky, dark trees, shrubbery, ground, neutral hillsides, or a canvas.



This made the front page in a local daily, calling apple growers' attention to spray-notice service. I shot this lying on my back. I used a k1 filter and focused on the farmer's face. The camera was placed so that his arms and the stick would make a triangle and the size of the pan would be related to his hand.

If all these methods are impossible, a "busy" background can be thrown out of focus by opening the lens diaphragm.

Tour and field-meeting pictures have been

simplified by the miniature camera with its greater depth of focus and, therefore, speed. On such occasions my camera is always open and ready to shoot on hyperfocal distance. The cover picture of the Extension Service Review for March 1938 is that kind of picture. My tour stopped at a winter-pea contour demonstration. After making several shots, I noticed, while introducing a speaker, that there was a slight rise in the field behind the crowd. I walked far enough back to get in most of the crowd, but, more important, I was high enough to get the erosion-control contours over the heads of the crowd. One of the most difficult things about meeting pictures is to get with the crowd an understandable view of what they are watching.

I seldom use my fast Summar lens wide open. Ninety percent of my pictures are shot with an aperture smaller than f:6.3, perhaps 5 percent at f:4.5, another 3 percent at f:3.5, and not more than 2 percent wide open, f:2. Speed is all right to have in reserve.

The small camera is a necessity for economical color. However, before discarding the larger outfit, one should make sure that if he doesn't want to bother with processing, there is someone close by who is making a specialty of this type of work. Miniature negatives cannot be forgotten in the "soup" with larger negatives while a customer is being waited on out front. Their development is simple, but precise. I know of one big metropolitan daily where the small cameras are on shelves gathering dust. "Life's" photographers, on the other hand, make large use of the miniature outfit. Success depends upon the operator.

## Telling Consumers About Eggs

■ No, Americans are not becoming immune to meetings, demonstrations, or education. But it does take new methods, one of which, developed by J. M. Moore, extension poultryman at Michigan State College, shown on this month's cover requires not much more than an amateur photographer's standing and the experience that years of extension work brings.

Fifteen colored slides made up of 35-millimeter color film between 2-inch by 2-inch glass slides tell the essence of the story of egg quality. These slides have been viewed by more than 10,000 persons in Michigan within the last 12 months. About 8,000 of these saw the slides and absorbed the oral information that went with them while they attended State and county fairs. The other 2,000 have been consumers, distributors, and producers of eggs attending educational meetings.

The first of the slides were made under difficulties. Mr. Moore had a miniature camera that he purchased for \$10. By removing the back, he found his close-up focus and

field at 13½ inches from the broken-out eggs that he wished to photograph in color.

To take pictures vertically downward, Mr. Moore fashioned a base with a piece of pipe on which he could clamp the camera. He found that a piece of plate glass was more suitable than breaking out eggs into a Petri dish. Underneath the glass he smoothed a piece of felt. Experiments with different-colored felts seemed to prove that a light grayish blue worked out best.

Film costs \$2.50 for 18 exposures, less any possible discount. Some exposures usually are not perfect, so the average cost of a slide has been about 25 cents. But 15 of these slides can tell the story of egg quality.

One slide can show the egg within the shell. Mr. Moore uses this to draw a parallel between an egg and a bottle of milk. The shell of the egg no more protects an egg from spoiling when carelessly handled than does the glass bottle.

Subsequent slides show eggs properly handled with a firm and upstanding clear white.

Eggs which have not been handled carefully and refrigerated show broken-down whites, and the scale in slide pictures goes on to eggs unfit for food. Even these, Moore explains to consumers and producers, have come out of regular trade channels.

In exhibiting the slides, an inexpensive projector equipped with a 100-watt tubelike bulb is used. The screen is of the "daylight" type which is of beaded glass. This, however, must be viewed almost straight on so that audiences avoid distortion of the view.

About 1½ minutes to a slide is the average time allotted. In lectures, a range of 12 to 30 slides is commonly used, depending upon time permitted and the type of audience. In State and county fair work a type of amphitheater was used, darkened by the use of asphalt paper on walls and ceilings. In a space of about 15 by 30 feet groups of 15 to 20 persons were shown selected slides. While the slides were being projected, Mr. Moore presented his arguments on what consumers should know about eggs.



# An Appraisal and a Prophecy

MILDRED HORTON, Vice Director and State Home Demonstration Agent, Texas

**A** backward glance and a forward look to see the effect home demonstration work has had and will have on the lives of rural people of Texas is timely this twenty-fifth anniversary of the Extension Service under the Smith-Lever Act. Whatever our individual glances and looks may reveal, they will doubtlessly be expressed in terms of what each of us has the ability or the vision to see.

As home demonstration work began with the health side—that of growing and canning tomatoes—our first appraisal might be in terms of better health for rural people. From the growing of tomatoes to the growing of the whole home food supply is a big step. The home food supply demonstration as now being conducted in Texas challenges the best thinking, planning, and doing of all specialists who are concerned with the production and the use of healthful food, as well as the best efforts of every member of the rural family. As is well known, there yet remains much to be done in Texas toward establishing a diet adequate for developing a strong people—strong to resist disease, strong for the work to be done, and strong for the joys of living.

Better health is also resulting from improved housing, from better water supplies, and from other sanitary measures. Better health is resulting from more conveniences and from better rest on fresh, fluffy mattresses made from home-grown cotton. Improved health is also evident as a result of more social life through the clubs and of contacts with neighbors and friends. Again the job is not finished, but improvements are under way.

Another fact quite evident in this backward glance is the improved appearance and increased pride of rural people. Better health, better posture, better dress have resulted in more poise and pride, which have a decided effect on the abilities and the feeling of the individual. Of course, much satisfaction accompanies this feeling, as expressed by one woman when she said: "Probably without the encouragement from home demonstration work I should still be hanging my clothes on a nail behind the door instead of in my closet." A convenient and clean kitchen recently visited had a great influence on the pride of the family and on the mother's willingness to have company in the home. The improvement of this one room meant more social life and contentedness.

A backward glance of about 20 years reveals that rural people have become more articulate because of their own accomplish-

ments, their demonstrations, their clubs, their broadened interest, and their widened circle of friends and neighbors. Their expressions are no longer limited to their own local community interests and problems but are in line with their larger vision and understanding of their county, State, and national life. Thus rural people have, through their own accomplishments, become leaders and teachers.

The picture of organizations of rural people has changed considerably in the past 25 years. The extension agent worked first with individuals, then with community groups. As the groups became community-conscious and ready for broader fields, county organizations were formed. After some time State organizations were effected. As a tree grows from the roots to the top with young branches from the inside to the outside, home demonstration organizations have grown step by step.

Farm people, through attacking one problem and conquering it, have developed a courage and ability for attacking other problems. They have developed resourcefulness in carrying ideas learned in one field over to the problems of another field. A Texas 4-H Club girl recently told of having started to keep accounts of her clothing. Upon learning that she had spent \$39 for the year, other members of her family became interested in keeping their accounts. Grocery accounts followed, with the knowledge that if the family bought their groceries once a month, they saved money. It helped them to an appreciation of the value of home-grown products. The keeping of all accounts is the result for this family; and, with careful study, leaks have been found and money spent more wisely.

## *An Appreciation of the Land*

Rural people have a greater appreciation for the land and what it means to life. They are realizing more and more, as Mrs. Maggie W. Barry, specialist in rural organization of the Texas Extension Service, has said, "that the foundation of any permanent civilization must rest on the partnership of man and the land; that the degree of happiness, health, and content that this partnership would bring would depend upon the intelligence, consideration and fairness that man would exercise in his use and treatment of the land."

Each of the effects given, and the many not given, have been a step-by-step growth for many rural people which has brought about the feeling of belief in themselves; of their

ability to do their jobs well; of a sense of dignity, and of the worth-whileness of their efforts. It is realized, of course, that other agencies and organizations have shared with the Extension Service in helping to bring about these effects. It is also true that as yet only a small portion of the rural people enjoy them. The great need now is for an expansion of these influences into the many other rural homes.

In prophesying future effects, it should be understood that some of the effects that will culminate in the years to come are already quite evident. Other effects I may see because I so want to see them, and because I believe so strongly that extension workers can possess the attitude that will largely determine whether or not these effects come to pass. For that reason, my prophecy will concern the vision that I think extension workers must have if we are to see the finest effects in rural people—or, in other words, if we are to have the finest rural people in the world.

## *The Goal is Better Living*

If we serve rural people as we should serve them, there will be a continuation of the good effects of the past 25 years. More and more extension workers will realize the ultimate goal of better family living. For many years we have known that the needs and the interests of rural people from the social and cultural standpoint must be met; that we as extension workers must help them to satisfy this hunger of the mind and soul.

In the past 2 or 3 years the Extension Service has made rapid strides in correlating its activities. One of the first big steps taken in Texas in this direction is in the whole-farm or whole-ranch demonstration. Though it has been the long-time goal of extension work, its real effects and values will be felt in the future, as it is so lately undertaken. The whole-farm demonstration has a place for every member of the family, the county agricultural and home demonstration agents, the extension specialists and supervisors, as well as representatives of cooperating agencies. To meet its twofold purpose of increasing the family income and improving the family living, the demonstration family makes step-by-step plans for the improvement of the land and the home and for the advancement and improvement of each family member. In other words, the whole farm or ranch demonstration includes all activities and interests—the land, the home, and the family.



More and more in the future extension workers will recognize the rural family as a social and economic unit and will so plan and give their assistance. Family solidarity and better family relationships will naturally result. The effectiveness of extension service work will be measured in terms of what the demonstration means to the family, to the home, and to the community. For example, the true value of a girl's club work will be measured not by how attractive and comfortable and well kept her bedroom is but how attractive and comfortable and well kept the family bedrooms are.

Agricultural land use planning is another example of the family trend and the recognition of the ability of farm and ranch families, with the aid of various agencies, to analyze their problems, to make recommendations, and to find the solutions. Agricultural land use planning, if to be successful, must come from the people on the farms and ranches; and the needs revealed and the recommendations made must form the basis for the agricultural program of our country.

If Extension is to serve best, its plans must continue to be built on the needs, the interests, and the abilities of the people it serves. Extension workers must recognize the contribution which rural people can and must make to the plans and to the work which so vitally concerns them, if the best effects are to be obtained.

The producer and consumer cooperative movement, to which I believe extension workers must give more attention, is having and will have a great effect on the lives of rural people. This movement not only means greater economic security but also growth and development, satisfaction, and pride on the part of the rural people who own and manage their business.

#### *Recognize Former 4-H Members*

More recognition of former 4-H Club boys and girls—giving them such positions of confidence and trust as their individual ability and personality warrant—will help to bridge the gap between the time they leave 4-H Club work and find positions. We cannot afford to overlook them, nor can they afford to be overlooked in the great educational work ahead.

The effect of extension work on rural people in the future will be determined largely by our ability, as extension workers, to know and to feel the bigness and the fineness of the opportunity which is ours; to accept willingly, courageously, and intelligently the challenge which is ours, and to believe as Dr. Seaman A. Knapp, the founder of the demonstration, said: "The power which transformed the humble fishermen of Galilee into mighty apostles of truth is ever present and can be used as effectively today in any good cause as when the Son of God turned His footsteps from Judea's capital and spoke to the wayside children of poverty."

# Why I Use Color Slides

**I. G. KINGHORN, Extension Editor, Colorado**

■ If your public is like our public—and we believe it is—it learns much more readily from pictures than from the spoken or written word. Thus we put visual education right near the top as a method in education.

Here are some of the reasons why we have taken and used several hundred colored slides in the past few years and are planning to expand this service as rapidly as possible:

They offer great flexibility in use. You may select a few for a short talk, or you may use a larger number for a more lengthy talk—depending upon the time available. And, further, as soon as one picture becomes obsolete, you may replace it with an up-to-date slide.

The great range of color contrasts which you are able to get with the new films on the market enables you to tell stories you never could tell with black-and-white film.

To say that colored slides have an extra attraction for the public is putting it mildly. Our county agents and specialists report that they have been able to increase crowds from three to eight times when using colored slides.

With twice the projection area, colored slides give you a much higher quality of screen projection than the old black-and-white film strip.

Numerous other points could be given in favor of colored slides, but there is one big objection to them—the expense. The extra cost may be several times that of plain film strips; but, over a period of a few months, the extra efficiency and results gained by the use of colored slides will greatly outweigh that greater initial cost.

A good camera may be purchased for \$25 to \$50, but for exceptional detailed work, a more expensive camera will probably be needed. The actual cost of the film, including developing and mounting, will average about 20 cents per picture.

From my experience, I should advise the beginner, or even the more advanced color fans, to get a good 35-millimeter camera with at least an f:3.5 lens and learn to use it. As you gain in experience, get the different filters for use under different conditions, and also a flash gun so that you can take interior shots.

A good exposure meter with a photoelectric cell for sensitiveness is absolutely necessary if you are going to conserve your film and get good pictures. It is often possible to do fairly good work without a meter, but we have found that the saving in film soon pays for the meter.

After you get your equipment you should try out the different colored films available, making special effort to test both films and

equipment under your most extreme light conditions. Select a film which seems to give you the best results and stick to it.

Arrange a filing outline extensive enough to take care of everything you anticipate getting. Number your slides according to that filing outline, and keep them properly filed. Simple filing cases are available for smaller libraries, but if you have several hundred to file, it would be advisable to get one of the regular sections of filing frames where your slides may be thrown against a lighted screen so that you may select from the pictures rather than by the numbers.

Right along with your filing system, prepare a card index of legends for all your slides, each card numbered the same as the slide it represents. You will find that to write down all information while it is fresh in your mind will greatly relieve the strain a few months later when you try to remember the location and circumstances surrounding a slide.

Needless to say, a good projector and screen are important items of equipment—just as important as are the camera and exposure meter.

Use your slides while they are "hot." There is no limit to the good you can do with colored slides if you will keep them circulating.

## Free Mailing Is a Privilege

Cooperative county extension agents holding appointments from the United States Department of Agriculture as Federal employees have the authority for mailing official matter postage free, which is a privilege much appreciated by the Extension Service. Abuses which sometimes occur because of ignorance or carelessness put the Service in a bad light and are considered detrimental to the public welfare in many ways. Because of this, Secretary Wallace has announced that, in the future, Department appointments of extension agents who definitely abuse the penalty mailing privilege will be terminated with prejudice. In addition, all violations of the postal regulations will be reported to the postal authorities for their action. It is, therefore, very important that all extension employees thoroughly know the regulations and comply with them. An ounce of prevention is worth a pound of cure, at least in this case.

■ Washington 4-H Club members received 15,000 pheasant eggs from the State game department during the past year. They raised 3,178 mature birds and sold them back to the State for \$2,789.



# Informed Farmers Mean Sound Agriculture

**MILTON EISENHOWER, Director of Information and Land-Use Coordinator**

This is the seventh of the series of articles describing significant phases of the program of the Department of Agriculture. It discusses the importance of informational work in a progressive agriculture which must necessarily depend upon an intelligent local understanding of facts as a basis for sound judgment and action. Next month the series will be continued with a report on the objectives and plans of operation in seeking new uses for farm products, by Dr. H. G. Knight, Chief, Bureau of Agricultural Chemistry and Engineering, and a brief statement on objectives of research in relation to the total program by Dr. J. T. Jardine, Director of Research.

**I**n a period of transition, when "old truths" are under question and "new truths" are earning public acceptance, the responsibility of those whose job it is to dig out and report facts and interpret their meaning grows greater. When in addition we undertake, as we have in agriculture, to employ every means at the disposal of government to carry on public farm programs in a thoroughly democratic way, the need for careful reconsideration of our information program becomes imperative.

In trying to administer public farm programs through this period of transition in such a way that they will contribute most to achievement of a sounder agriculture, the Department is determined to be guided by the judgments of farm people. Farm people and the Extension Services are in thorough accord in this. The Mt. Weather agreement stands as a monument to this fundamental concept. The planning procedure set up by this agreement challenges those whose function it is to inform. If their judgments are to be sound, rural people must have the facts—all the facts.

Probably everyone in agriculture knows that the Department was charged in its organic act of 1862 to "acquire and diffuse" information pertaining to agriculture. Our responsibility now, however, is greater. Congress has passed a score of laws calling for action in aid of agriculture, in response to the problems raised by the new relation of agriculture to national and world affairs. It has charged the Department to administer the programs authorized by these laws. This action of the Congress has made the Department into a different kind of public institution, and because of this change the information job must be looked upon in an altogether different light.

Under original authorities we could afford to be reasonably well satisfied with our efforts

if we made the findings of research available in as understandable a form as possible. As information people we had no particular responsibility for seeing that the findings were used. Of course, we hoped that they would be, and they were. Now, however, we are charged by Congress not only to acquire and diffuse information but to get certain specific jobs done. The Congress has set up certain objectives. Among them are (1) stability of farm prices, farm income, and rural-urban relationships; (2) the conservation of soil, water, forests, grass, and wildlife; (3) security of tenure for farmers, with an increase in the percentage of owner farmers and better conditions for tenants; (4) efficient production and distribution, and consumption at levels which will assure national health; and (5) higher standards of rural living and stability of rural communities through integrated crop adjustment and better land use.

If objectives as broad as these are to be achieved, farmers obviously must act in concert. Concerted action may be attained in one of two ways. Perhaps it would be possible to induce it temporarily by employing the arts and devices of the mountebank, making emotional appeals through ballyhoo methods. But any success in obtaining mass participation in programs by such methods would be founded on sand. Persons who act affirmatively because their emotions are stirred can easily be made to act negatively by more skillful emotion-stirrers. So, if there is to be, year after year, the mass participation upon which depends the success of such action programs as the AAA, then the millions of farmers eligible to take part must have a chance to get the facts and the interpretations that will make it possible for them to make up their minds intelligently and not on the basis of hunch or prejudice.

Furthermore, the information work in con-

nection with action programs fails of its purpose if eligible persons do not take part in the programs. Hence the information materials presented to further the action programs must carry appeals for participation of those eligible. The general types of information now issued to help in effectuating the directions of Congress to this Department include, then, (1) the dissemination of facts; (2) the interpretation of facts; and (3) appeals for participation in the action programs. In the issuance of the third type of information matter we do not, I repeat, appeal to the emotions but to the reason. We put forward the reasons why, in their individual interest and in the public interest, those eligible should take part in the programs. We should be remiss in our duty if we failed to do so.

Some people call information matter of this kind propaganda. I do not, so long as our information is factual, honestly interpretative in character, adheres to interpretation of the policies and objectives established by acts of the Congress, and appeals to reason, not to emotion.

Having grown up side by side, our information and research techniques are very much alike. The technique of research is to break a problem into its parts, to isolate each part and study it thoroughly. It follows that, from the beginning, the results of research have been reported piecemeal. Piecemeal reporting has carried over into information work. Were you to examine the 15,000 publications issued by the Department through the years, you would find that the contents, by and large, fit into compartments the boundaries of which are determined by the administrative set-up for research. This statement holds as true for popular publications as for technical reports. We have left it to the farmer to work our information into his operating program bit by bit.

In our new situation we must not only report research, we must help to synthesize research findings. We are dealing with information designed to help groups to solve whole bundles of problems affecting not only the individual farmer, but the whole of the national economy. We must give farm families simultaneously synthesized reports on research findings, interpretations of the findings, an understanding of the purposes of Congress in authorizing the action programs, the provisions of the programs, and the way two or more programs may be brought to bear at the same time on a single problem as it exists on the land.

I do not by this mean that the old type of information effort must not continue—in-



formation about insect and disease control, breeding, feeding, marketing, and a myriad of other timely topics. Such work remains essential. So long as men grow apples, a report on the expected emergence of the second brood of codling moths and suggestions on what to do about it are essential to a complete information program.

We are learning how to do the type of information job needed for action programs. We must learn how to do it if the needs of the people expressed in the outrush of new laws directing action on a national scale are to be fulfilled. As I have indicated, the type of subject matter that we issue in any one bulletin or movie or film strip or exhibit or radio program or press release or speech designed to inform the people about the action programs is much broader than it was in the 1920's and earlier. Likewise, the ways

of diffusing information have multiplied. They must multiply if the judgments as to application of the broad powers granted by Congress in aid of agriculture are to be exercised democratically and intelligently. We must have such new instruments for the use of the people as discussion groups and the pamphlets put out by the Department for use of these groups and the radio programs put on the air by the Department to give examples of their functioning. We must have also documentary films such as the magnificent "Plow That Broke the Plains" and "The River" and "The Tree of Life." Only by making use of the modern tools and techniques of spreading knowledge and understanding can we fulfill our duty of making it possible for the public to register informed individual judgments so essential to continued progress toward a sounder agriculture.

## Enlargements Fill Front Rows

**LOUIS FRANKE, Extension Editor, Texas**

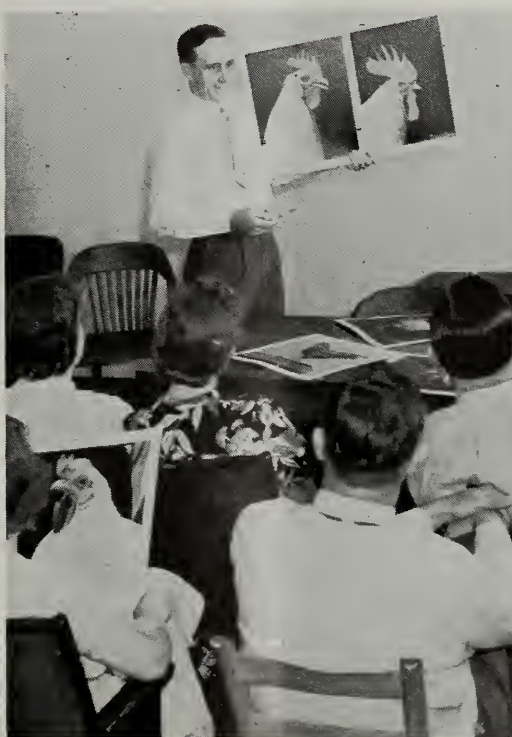
■ Texas extension workers are going the enlargement route in visual education.

This came about through a combination of circumstances. Texas missed out on the film strip, is largely passing up the silent motion picture, and is marking time before the adoption of the sound motion picture.

Subject matter specialists, especially, find that enlargements fill the gap. George P. McCarthy, poultry husbandman, has a series of 14- by 20-inch enlargements dealing with culling and selection of a breeding flock. He says he would not trade the series for any film strip or silent motion picture he has ever seen.

Here is his argument: Farm people are pretty well familiar with the cinema as a means of entertainment. When the light goes out and the lecturer begins with his film strip, there is a tendency to relax in anticipation of entertainment, rather than to follow the comments closely. And any habitual movie goer knows the letdown that follows the showing of a silent rather than a sound picture. Another criticism of the silent motion picture, of course, is that most projectors do not allow the operator to hold the picture at any given point.

"The enlargement method of illustrating talks has all the advantages of the film strip plus some advantages all its own," McCarthy says. When he begins his talk, a goodly share of his audience sits in the back of the room \* \* \* but by the time he holds up a few pictures and begins to pass them out among the crowd, the front rows are full and the back ones empty. He needs no "juice" for a projector. Nothing can go



Enlargements arouse the interest and put over the message.

wrong with the machinery, because there is no machinery.

Among other staff members who use the enlargements to advantage are Jennie Camp, specialist in home-production planning; Lida Cooper, district agent; Nora Ellen Elliott, specialist in food preparation; and Sadie Hatfield, specialist in landscape gardening.

The Texas Extension Service used a series of 64 photographic murals as its exhibit at the 1938 State fair.

County agricultural and home demonstration agents use enlargements, although usually not large or elaborate ones, to get over the message of "here's how Bill Jones up on Schmidt Creek built his poultry house."

The heaviest contributors to the enlargement series have been George W. Ackerman, of the United States Department of Agriculture Extension Service, Frank S. Knoblock, formerly of the Department of Agriculture, and Howard Berry, of the Texas Agricultural and Mechanical College Experiment Station. It is a cheering fact that pictures taken by staff members and field agents are showing improvement in technique and interest and that these are breaking into the select enlargement field with increasing frequency.

Disadvantages? The initial cost \* \* \* and the fact that it is impossible to furnish a specialist with as many enlargements within a series or as many series as he might like to have. Still, Texas is a pretty large State, and it takes a goodly time to get a series before every farm and ranch family.

At any rate, while Texas looks longingly at the sound motion-picture field, it holds the fort with enlargements.

## Photographic Exhibit

A special exhibit of cameras, photographic accessories, and pictures was made by the editorial office of the College of Agriculture of the University of Arkansas for the annual conference of its extension workers.

The exhibit consisted of the focusing and fixed focus types of camera, as well as various accessories, such as flash-equipment, camera cases, various kinds of film, tripods, and the like. The picture section of the exhibit was divided into two sections, good and poor extension pictures, with criticisms under each photo.

## Protecting the 4-H Emblem

A law prohibiting unauthorized use of the 4-H Club name or emblem was signed by the President on June 5. The language and intent of the new law is clear. It is unlawful for any person "falsely and with intent to defraud" to pretend that he is a representative of the 4-H Clubs or to wear or display the 4-H emblem to induce the belief that he is a member of the 4-H Clubs. The emblem is described as "a green four-leaf clover with stem and the letter 'H' in white or gold on each leaflet, or any sign, insignia, or symbol in colorable imitation thereof, or the words '4-H Club' or 4-H Clubs, or any combination of these or other words or characters in colorable imitation thereof."



# Women Establish Demonstration Forests

**FREDERICK J. SHULLEY, Extension Forester, Arkansas**

Approximately 16 percent of the total 57,000 home demonstration clubwomen in the State of Arkansas enthusiastically participated in initiating a brand new project in their program this past spring. These farm women, representatives of 9 county home demonstration councils, established 9 demonstration forests by planting forest seedlings on 9 idle farm acres on which the councils hold leases for a period of years sufficient for the seedlings to grow to sawlog trees or fence posts.

By their action, these home demonstration clubwomen have added great impetus to the land use policy of the State, which means that every farm acre should contribute its share toward the farm-family welfare. Or, in other words, these women, recognizing that timber is a crop, are in the timber business. They have leased their respective acre of land, bought their 1,000 forest seedlings for \$2.50, planted the 1,000 seedlings on the acre, and are looking for a crop of fence posts in 10 years or a crop of sawlogs in 40 years, the money from these timber crops to enrich their respective council treasuries.

The two points of popular appeal in this project are: First, the pride of ownership in a very commendable, educational, and financial enterprise; second, the personal participation of each club member in planting her own seedling.

Plans for this project were developed and discussed last summer. Through the interest and encouragement of Connie J. Bouslagel, State home demonstration agent, a formal discussion of the plan for a county home demonstration council forest was presented to the State camp of home demonstration clubs held at Little Rock last September. At that time two forests were being planned. The fact that nine forests were actually established this spring indicates the favorable reaction to this project.

The first step in the procedure for establishing the forest was for the home demonstration agent to assist the county home demonstration council in obtaining a lease to a small acreage of land, not less than 1 acre, preferably located along a main highway. This step requires diligent search and diplomacy as indicated in the annual report of Flora A. Ferrill, home demonstration agent of Pulaski County, which reads: "Following the interest at the county council meeting, I spent half a day cruising along the highways searching for a suitable location and found it 12 miles from Little Rock on the Hot Springs Highway. But how could we get this acre? Well, I finally found the owner; and, after a de-

tailed discussion of our plan, he agreed to give us (gratis) a long-time lease (40 years) on the acre."

After the lease was obtained, forest seedlings for the planting were ordered through the extension forester. These seedlings cost \$2.50 per thousand, which was paid from the council treasury. Then the council officers and the home demonstration agent set the date for the planting ceremony.

Previous to the planting date, the acre was marked off in rows 6½ feet apart, both ways, that is, checked like corn rows. A plow was used to do this, the plow being run just deep enough to mark the ground. The first row was marked the "official row," and the succeeding rows were marked for the individual clubs in the county council, using a small tag on a stake. The aid of about 25 able-bodied 4-H Club boys was indispensable. Equipment necessary for planting included 20 mattocks or grub hoes, 8 buckets, and 25 wooden tampers (to tamp the soil tight against the roots as the seedling was planted).

On the day of the planting, each member present planted her seedling; and the location was recorded on the map of the forest acre, showing each tree planted.

The first seedling in the official row was planted by the extension forester as a demonstration of the proper technique of digging the hole and planting the seedling. Following the extension forester in the official row came the home demonstration agent, the person who leased the land, county home demonstration council officers and chairmen, district agents, and other Government officials and organization officers, planting their seedlings in turn.

After the official row was planted, the individual club rows were started together. One 4-H Club boy dug holes with a mattock in each row, followed by that row's club members planting the seedlings and using a tamper. Extra 4-H Club boys distributed seedlings, carrying them in buckets half filled with water to keep the roots wet and dropping them in the holes in front of the planters. As the planting progressed, some club member in each row kept the names of the club members in the proper order of their planting. The planting order in each row was president, vice president, secretary, chairmen, and members.

When everyone present had planted a seedling, the balance of the 1,000 seedlings were planted for absent club members.

With the establishment of these nine forests, the clubwomen are looking to their development with great interest. "My seedling

is doing fine" is often heard at the club meetings. As these forests grow, they will in time furnish a nature schoolroom for forestry discussions and demonstrations. As these forests grow, thinnings will be necessary in keeping with proper timber practices. These thinnings will produce products for sale which will return some income to the council. When the forest is mature and is cut, the sale of forest products will bring increased income to the council treasury.

The first county home demonstration council forest was established in Pulaski County by Flora A. Ferrill, home demonstration agent. Shortleaf-pine seedlings were planted. Then forests were established as follows: Nevada County, Mary Dixon, home demonstration agent, black-locust seedlings; Cross County, Ida M. Clement, home demonstration agent, yellow-poplar seedlings; Union County, Mrs. Myrtle Watson, home demonstration agent, black-locust seedlings; Greene County, Mrs. Geraldine Orrell, home demonstration agent, shortleaf-pine seedlings; Jackson County, Ehrline Rowden, home demonstration agent, shortleaf-pine seedlings; Yell County, Lenore Abboud, home demonstration agent, shortleaf-pine seedlings; Boone County, Helen Thompson, home demonstration agent, shortleaf-pine seedlings; and Grant County, Mrs. Mauree Nance, home demonstration agent, shortleaf-pine seedlings.

## Party-Table Revue

Foods and health 4-H Clubs in Pennsylvania competed for the first time in a party-table revue during the 1938 State Club Week. The revue, a new feature on the program, attracted 14 counties.

Competition was limited to one club from each county, but any 4-H food club within the county was eligible for selection.

An exhibit consisted of a table set with one cover to include linen, silver, centerpiece, table decorations or favors, and a menu for a mother-daughter meal or party occasion.

First merit awards went to the Prosperity 4-H Foods Club in Washington County and to the Mount Bethel 4-H Foods Club in Northampton County.

Each exhibit was scored and judged on the basis of a nutritious, economical, palatable, and attractive menu; table setting; and the attractiveness of the table as to choice of linen and dishes, choice and arrangement of centerpiece, and appropriateness of favors and decorations.



# 4-H Photo-History Contest

■ Back in 1935, H. M. Jones, South Dakota 4-H Club leader, knowing the interest club members had in picture taking, requested Earl Bales, visual education specialist, to lecture on photography at the State Club Week held at the college each fall. Mr. Bales spoke to 3 groups of about 25 members each.

The boys and girls were interested in the photography lectures, and the next fall the presentation was enlarged and room made for more members to attend. No formal project in photography was inaugurated at that time, but the members were requested to turn their pictures over to their county extension agent for his records.

However, interest grew by leaps and bounds, with many members photographing every changing mood of their livestock and each stage of progress of their projects. A camera seemed to be standard equipment for each club member. 4-H'ers were marching into show rings, leading their baby beeves with one hand and carrying their trusty cameras with the other.

Thrifty soul that he is, Mr. Jones hated to see all of this enthusiasm and energy, to say nothing of the cost of all those pictures, go

to waste. At the beginning of 1938 he announced a formal project in "Project Photo History," to be sponsored by the State club office. Prizes offered by the staff were a photo album for one boy and one girl in each county and new cameras, guaranteed "to make the best better," for the State-winning boy and girl.

The project was introduced to local leaders of clubs at a series of meetings held during the winter before the club season actively got under way. A circular giving rules and conditions of the contest, some brief and to-the-point tips on better picture-taking, and suggestions of topics which might be photographed, was distributed to club leaders to be handed out to junior knights and ladies of the lens.

Members were encouraged to take pictures at intervals during the development of the project. These pictures, to consist of not less than 6 and not more than 12, were to be pasted in an album for consideration. Mr. Bales was absent during the summer of 1938, and Jack Towers, assistant visual education specialist, prepared the suggestions and assisted in judging the albums. Through-

out the year, at club camps, fairs, achievement days, and whenever the opportunity presented, Mr. Towers and Mr. Bales gave aid to members in their picture-taking.

The opening paragraphs of the "4-H Photo Stories" circular outlined the picture-history project as follows:

"Any boy or girl enrolled in a standard 4-H project is encouraged to make a picture record of the project. If a member will take pictures beginning with the start of the project and diligently take them every week or two, the complete story of the work will be told in pictures. A logical sequence may be given the photo histories if the member will plan the pictures to be taken at the beginning of the project.

"The rules limit the maximum number of pictures in the album to 12, but more than 12 may be taken and only the better ones used. Not even 12 would need to be used, because 6 good pictures of a project will make a better history than 12 that include many poor ones."

What did these pictures show? Luella Larson of Kingsbury County won a camera in the State contest for her series of pictures showing how she fixed up her room in a home-life project. The first picture of Miss Larson's series shows an old-fashioned stand which she intended to use for the room. The series shows Luella at work painting and polishing the stand. It also shows the curtains she made for the windows; a cozy corner in the room; the finished room; and, finally, Luella's father loading her desk, chair, and book rack into the family auto for the trip that ended in a blue ribbon at the State fair—a complete record of a story of work and achievement told in pictures.

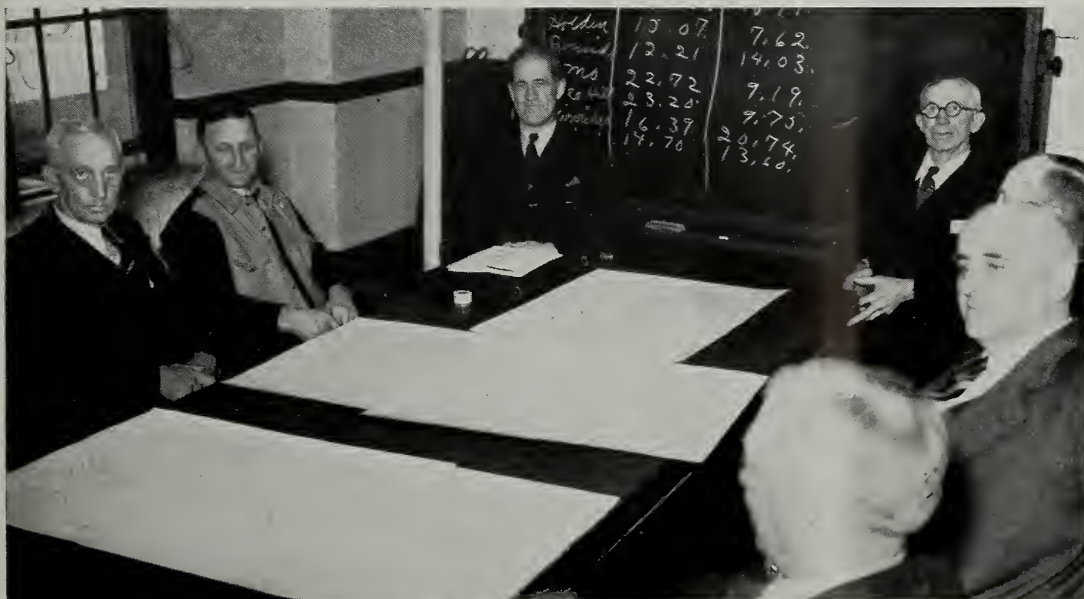
LaVerne Crance, Dewey County, was the boy State winner. His series, which was pictured on the cover page of the March-April National 4-H Club News, started on March 10, with LaVerne and his two ewes, "Lucy and Lambie," with whom he opened his 4-H lamb project.

By May 6, the family of sheep, to which Lambie had contributed triplets, had grown to six, which fact was duly photographed. On June 15, we see the flock being sheared; July 16, losing their ticks in a dipping tank; and July 20, one of the triplets drinking from a bottle.

On August 14, LaVerne got a picture of his second-prize lambs at the county achievement day; and on September 19, Lucy and Lambie, at the close of the project, stand proudly with their four children, six adult sheep in all.

Mr. Bales and Mr. Towers enthusiastically unite in saying that the project, which is being run again in 1939, is well worth while for the remarkable improvement in photography among 4-H'ers which has resulted. Mr. Jones believes that it arouses more enthusiasm for project work and encourages members to carry their work through to a logical conclusion. "And it makes use of a waste, too," he adds thriftily.

## Governor Takes Part in Planning



Gov. Harlan J. Bushfield of South Dakota, met with members of the Hand County Planning Committee as they began their land use and classification work. This is the South Dakota county which is undertaking unified program planning this year. "A group of farmers sitting down together can

evolve more common-sense planning than a whole series of conferences in far-away Washington," says Governor Bushfield, who sits at the left of the blackboard. Farmer Web L. Davis, chairman of the committee and a farmer in the county for 50 years, sits at the Governor's left.



# With North Carolina 4-H Clubs

**L. R. HARRILL, 4-H Club Leader, North Carolina**

■ "Better conditions in agriculture will be brought about as you boys study and apply yourselves to present-day problems. The yield of corn in North Carolina is approximately 15 bushels per acre. If you boys would like to do something about it, the Extension Service will help you to organize a corn club and attempt to teach you how to increase the yield of corn," said I. O. Schaub, State club agent, in May 1909, in an organization speech to a group of Hertford County boys.

It is a long way from that club of 15 members, growing corn as a project, to the present-day 4-H organization with a membership of 33,249 white club members and 12,791 Negro members, or a total of 46,040 members in some 1,516 organized clubs with project activities embracing nearly all phases of homemaking and agriculture.

Progress was naturally slow, but just as that seed of corn germinated and grew into a plant with leaves, tassels, silks, and grain, and eventually multiplied hundreds of times, so did the 4-H idea grow. The first addition was the tomato club, and with it was added to the personnel Mrs. Jane S. McKimmon. Things began to hum—a short course for tomato club girls at Peace College; one for corn club boys at the Agricultural and Mechanical College. The World War brought a shortage of food supplies. Again youth began to lead the way. Pig-club work, poultry, and gardening were added. With these demonstrations successfully promoted, other activities were added, such as the sewing club and the canning club. The first dairy-calf club in the South was organized in Catawba County. About this time 4-H camps were started—separate groups to be sure. In 1922, the first baby-beef club in the State was organized in Buncombe County. "Daddy" Millsaps and Doug Weaver's corn club show had grown into an achievement day with 500 Buncombe County club members in attendance and with exhibits of dairy calves, baby beeves, corn, poultry, and Irish potatoes, from about 250 members. 4-H camps with boys and girls began to appear.

In 1926 the name was changed to the 4-H Club, organized on a community basis with both boys and girls making up the community club. Project activities were expanded to include forestry, home beautification, room

improvement, foods and nutrition, and food conservation. Four hundred boys and girls attended the first short course conducted for both boys and girls at the North Carolina State College of Agriculture and Engineering. Thirty-five counties held encampments with an attendance of 2,500 boys and girls, and 54 counties reported club work. In 1927, the national 4-H Club camp at Washington put the movement definitely on a national basis. In 1928, organized recreation was added as a part of the 4-H activities. In 1929, Boyce Brooks, of Duplin County, and Ruth Coleman, of Alamance County, were selected as North Carolina's first king and queen of health in the first year that health work was added as another phase of the 4-H program.

Five years of the organized club work brought the enrollment to 26,638, with 981 clubs in 83 counties in 1930. Community projects were featured. In 1931 the enrollment jumped to 29,921, and achievement days increased to 52 with an attendance of 18,209; 62 camps were held with 6,544 members attending. Two permanent camps were established—one at Swannanoa and another at White Lake. State fair activities were increased.

Much could be said of 1932 and 1933. Enrollment slumped to a new low, but, through it all, a few counties weathered the storm of depression and adjustment and came through with creditable results; and, in all instances, these were counties with the community plan of organization, clearly demonstrating that the community plan was the most successful.

In 1935, there came new interest and a rapid expansion. Enrollment reached 31,500 with 1,030 organized clubs in 97 counties. Home beautification was conducted as a State-wide project; handicraft, rural electrification, and practically all other phases of agriculture and homemaking activities were added to the program. An older-youth organization, designed to give training to that group of older boys and girls and women and young men, was organized; and the first older-youth conference was conducted at the North Carolina State College, with an attendance of more than 100 young people, representing 20 counties.

The report for 1938 shows an enrollment of 46,040 members and 1,516 organized clubs

in 99 of the 100 counties of the State. There were 163 achievement days held, with an attendance of 20,370; and 5,918 members attended the camps. One thousand members and leaders represented 95 counties at the annual short course held at the State College, and 1,687 volunteer adult leaders devoted 4,802 days of time to the promotion of the program started a quarter of a century ago. The average yield of corn for 4-H Club members in 1938 was 44 bushels per acre, or more than twice the average yield for adult farmers in the State; and the total value of the crop and livestock products produced by 4-H Club members amounted to \$1,125,402.

It would be very difficult to estimate the number of people who have been reached and directly helped by the 4-H program during this 25-year period. Since 1926, 429,270 boys and girls have been enrolled in the 4-H Club program. Preceding that period, it would be safe to say that another quarter of a million were reached, bringing the total number to three-fourths of a million persons who have been directly benefited by the 4-H program since its beginning in North Carolina.

## A Drama Program

"The play's the thing" in Monroe County, Ark., this year, says Rose V. White, home demonstration agent.

Two county drama tournaments, a play circuit, and a play-writing contest will be conducted during 1939 by home demonstration clubs, 4-H Clubs, and junior-adult 4-H Clubs.

A drama tournament for home demonstration clubs will be participated in by all of the 16 home demonstration clubs in the county, and members of the casts and the directors of the plays will be active home demonstration club members.

4-H Clubs are now enrolling in the 4-H play tournament. Plays must be one-act plays, and all members of the casts must be active 4-H Club members. The casts are allowed to enlist the aid of any adult in their community to direct the play.

In addition to their drama tournament, the 4-H Clubs will also have a one-act play-writing contest. The winner in this contest will be allowed to go to the State 4-H Club camp at Fayetteville in August.

In communities with both a home demonstration club and a 4-H Club, the two groups will produce their plays on the same program so that both plays may be judged the same evening.

The two junior-adult 4-H Clubs in the county will produce two three-act plays. Each play will be presented twice, once in the home community and once in the community of the other junior-adult 4-H Club. Part of the proceeds from these plays will be used to pay the expenses of one delegate from each club to the State 4-H Club camp.



# Extension Up to the Minute

**WALLACE S. MORELAND, Extension Editor, New Jersey**

None of us know where it will take us, but the New Jersey Extension Service has plunged into facsimile broadcasting. Facsimile broadcasting is not television. It is an entirely distinct radio innovation; it operates on different principles.

For facsimile put pictures and print into the home by wireless. It "prints" in the home almost anything that can be reproduced in black and white.

The extent to which this new radio art may be utilized effectively by extension workers in the days to come can at this time be nothing more than a matter of speculation. The radio industry is not yet ready to predict the future of facsimile. But, mindful of the tremendous growth of radio since the early 1920's, the industry is pushing research in facsimile.

New Jersey's excursion into the realm of facsimile was made possible by WOR, owned and operated by the Bamberger Broadcasting Service of Newark, N. J. With this station the Extension Service has maintained a close working relationship for more than 8 years. It was perhaps natural, then, that John R. Poppele, WOR's chief engineer and secretary, should invite the Extension Service to provide printed matter and pictures shortly after the station began facsimile broadcasting on an experimental basis.

Thus it came about that on February 28 last the New Jersey Extension Service broke into facsimile broadcasting for the first time. The subject presented by means of the RCA system of transmission was a soilless window box invented by Dr. Victor A. Tiedjens of the State College of Agriculture and Experiment Station. Three photographs of the box and its inventor, with appropriate captions, were facsimiled, as was a pen-and-ink sketch of the device.

With only about 1,000 receivers in operation within range of the WOR transmitter, it is obvious that broadcasts of this type today are not being made available to a large number of persons. Yet the experience, from an extension standpoint, is valuable; and it will be found helpful at a later day when facsimile receivers are in more general use.

Following its initial broadcast, the New Jersey Extension Service has had a wide range of subjects carried into homes by facsimile. Various field days at the college of agriculture and the experiment station have been covered in picture and print as have many extension news releases and pictures.

More recently, extension material has been carried by W2XUP, which WOR operates with the Finch system of facsimile. Re-

ceivers for this system are now being sold to the public, and W2XUP is on the air 7 days a week from 4 to 6 p. m. WOR's broadcasts by the RCA system, on the other hand, go on the air only thrice weekly for 2 hours, beginning at 1:40 a. m.

Facsimile receivers are no more complicated than the ordinary radio set; their cost is but slightly more. The day is certainly coming, according to some leaders in the radio industry, when these receivers will be found in homes throughout the country. When that day comes, extension people will have at hand a new and valuable medium for furthering their educational work. That, at least, is this writer's guess.

## New and Revised Film Strips Ready

Two new film strips as listed below have been completed by the Extension Service in cooperation with the Bureaus of Dairy Industry and Entomology and Plant Quarantine, and the Wisconsin Agricultural Experiment Station. They may be purchased at the prices indicated from Photo Laboratory, Inc., 2825 Georgia Avenue NW., Washington, D. C., after first obtaining authorization from the United States Department of Agriculture. Blanks for this purpose will be supplied upon request to the Division of Cooperative Extension.

### New Series

Series 521. *The Pea Aphid—Its Importance, Habits, Enemies, and Control.*—Illustrates the appearance, life history, and habits of the pea aphid as well as the damage done by it and the methods of control. 45 frames, 50 cents.

Series 554. *The Dairy Herd-Improvement Association—Identification and Permanent-Record Program.*—Illustrates the method of ear-tagging all grade and nonregistered animals in dairy herd-improvement associations to establish their identity, and also the method of reporting their identification and production records to the Bureau for permanent recording. 38 frames, 50 cents.

### Revised Series

Series 142. *Selecting and Judging Breeding Hogs.*—Illustrates the fundamental principles to be considered in judging hogs. 31 frames, 50 cents.

Series 269. *Opportunity Comes to The Rural Girl.*—Illustrates phases of 4-H home-making club work. 63 frames, 55 cents.

Series 286. *The 4-H Club Girl's Home.*—Illustrates various phases of the 4-H home-making program. 62 frames, 55 cents.

Series 369. *The Dutch Elm Disease in the United States and Methods of Eradication.*—Illustrates the life history of the Dutch elm disease, how it is spread by insects, its destructiveness, and the methods employed to eradicate it. 49 frames, 50 cents.

The facsimile scanner at WOR's transmitter at Carteret, N. J. WOR Engineer J. R. Poppele explains the operation to Dean Ackerman of the Columbia School of Journalism.





# Wings for Words

**AUGUST NEUBAUER, County Agent, St. Louis County, Minn.**

■ It is not safe to say that 98 percent of the rural people of north St. Louis County, Minn., listen in to the agricultural extension programs just because that percentage has radios. It is safe to say, however, that the extension program is known by more rural people than ever before because of the radio.

The Extension Service in north St. Louis County has pioneered in radios and now in broadcasting. The St. Louis County Club and Farm Bureau bought a portable radio 13 years ago, long before many of these machines found their way into rural homes. When the Hibbing broadcasting station was established about 4 years ago, the extension program was one of the first to go over the air, and it has been presented regularly ever since. Rural people listen in and make use of the information. One lady in Vermilion Lake township says she uses the dinner bell when it is time to call the men in from the field for the Saturday morning county agent's chat.

There are 4,000 farms in north St. Louis County. Many of these farmers formerly found it difficult to get in touch with the extension program, but now they know what is going on. Interest has been created first by using only news of local interest. If the county agent feels that the national viewpoint should be given on any agricultural situation, then a local application is made, using a farm visit or a field interview as the reason for discussing such a subject. In the second place, only up-to-the-minute news and information is given, again making it apply locally. In the third place, a great many personal items of interest gathered as the county agent travels about the county are used.

Just recently, a statement concerning the spring land-clearing program was made in one of the weekly broadcasts, and the following letter was received: "There are quite a few fellows who would like to know about this. If you could let us know by way of your radio talk, I know it would be greatly appreciated." Another letter from a man in the north end of the county, about 65 miles from here, states that he heard that I had a truckload of land-clearing explosives on hand now for distribution, and he would like to get two boxes.

One day last fall a very lengthy letter was received at this office concerning a neighbor's hog that had gone down in the hindquarters. The writer of the letter stated that a few days later his own hog went down in a similar fashion. He thought his own hog had caught the disease from his neighbor's. He

wrote to the county agent and specifically stated to reply by radio. The Saturday following the receipt of the letter a statement was made over the radio to the effect that lack of minerals caused this condition, because they were table-fed hogs; and that feeding a mineral mixture or putting them out on green pasture would rectify the condition. Nothing more was heard, but in visiting another farm in an entirely different community, the owner said: "As soon as I heard what you said about hogs, I opened the gate and turned my hogs out."

People like to have their names mentioned over the air, and this human quality is made use of very frequently; but there is danger of overdoing it. The weekly chats cover the extension activities during the current week; farm visits made, communities visited, meetings attended, and people spoken to. These activities give the county agent a fruitful source of very valuable and interesting information. Never, however, does a week go by that the broadcast does not cover fully one or more extension projects; and the projects, no doubt, were discussed at a meeting or on a farm, and so they have the local application and personal appeal.

The broadcast made on May 13 is typical. This gave an account of a visit to the Swandale community. Stopping at the Joe Bozich farm to arrange for trial grain plots, this was a good time to explain the value of conducting these plots each year in different communities. On the same trip a stop was made at the Jest Mabraten farm. The brooder houses were visited, and the type of oil brooder was examined very carefully. Oil brooders have caused a lot of trouble, and so I make a special study of them whenever I see them. The plum orchard was also visited, and a return visit will be made to do a little pruning; and then the occasion will be used to explain more about pruning and also about disease control.

One more stop was made that day—just an extension call at the Dave Williams farm. It happened that Mrs. Williams had received some baby chicks and had some losses. It sounded like pullorum, and so this was a good excuse to tell more about pullorum and why chicks should be bought from blood-tested flocks.

The broadcast referred to above also covered the initial announcement regarding 'hopper control. This was not made bluntly, however. Eric Lampi called at the office and asked for 'hopper poison. This was the required introduction, and then followed a warning on what might be expected this year.

When these radio talks began, more than 3 years ago, "The County Agent's Mail Bag" was used for necessary material. This worked very well, but it lacked the personal touch. It is still used at times when other material is lacking; but, rather than use it, a special point is made to go out in the field and make a few visits. When he tells about them over the radio, they have double value.

The topic now used for the extension radio chats is "Trips Afield," and it is a very good medium for the promotion of sound extension work. About 2 months ago a poultry flock was visited. This flock was doing very well on a home-mix ration. This was mentioned over the air, and the owner was complimented on his well-managed flock; but this occasion was used to say to others whose flocks were not doing so well to consider using the ration now recommended by the university. At least six requests have come in by mail for a copy of this ration, and all came from people who were not regularly identified with regular farm clubs or farm bureau units.

Farmers do not write fan letters. They write when occasion demands. The correspondence received at the county agent's office is convincing that these radio broadcasts fill a need and that the rural people are taking advantage of them. Two weeks ago an announcement was made regarding a seed-treating demonstration to be held on a farm in Linden Grove township. A day or two later a card was received by mail from a farmer, asking the county agent to drop in at the farm on his way up to the demonstration and show his boys how to trim lambs. This card would never have been written unless the farmer knew that the county agent was going to be in the neighborhood, and this he found out from the radio.

Frequently in winding up the week's broadcast, announcement is made regarding the following week's schedule. This is very good if the schedule can be followed out as announced, but this is not always possible. Once an appointment was made with a farmer over the air. A trip was to be made to look up purebred sires, but the agent had to delay the trip 1 day. When he did arrive, the farmer said to him, "I waited for you all day yesterday, as you told me over the radio."

The radio station that is now used for these broadcasts is WHLB at Virginia. This is hooked up with WMFG at Hibbing. Both of these are in northern St. Louis County, which is the area in which the county agent works. These stations are not powerful, but they more than cover the territory. They are glad to carry the broadcasts, because it is believed that in this way they make their best rural connections. In a recent shift of programs caused by the inauguration of eastern daylight-saving time, the extension program was not changed and is the only daylight program that was not changed.

It takes a great deal of time and work to prepare these programs, but they are worth it.



# Missouri Reports on Color Slides

H. M. DAIL, Assistant Extension Editor, Missouri

■ At various extension meetings during the past winter, many hundreds of Missourians sitting in darkened school and courthouse rooms rubbed their eyes in amazement as they saw projected on a screen some color photographs of Neighbor Smith's red and white Hereford cattle grazing on green lespedeza pasture. If it was not Neighbor Smith's herd, it certainly resembled the one he owned. And look! There was a field of red clover, showing up as clearly as it would on a sunny July day. It certainly did appear natural.

In an effort to give color slides a thorough trial, the State office of the Missouri Agricultural Extension Service decided to sponsor the making of two series of color photographs last summer. One dealt with soil-conservation activities, and the other portrayed home beautification work.

In charge of taking most of the photographs was a member of the editorial staff who had tried color film previously. In his work he used a miniature 35-millimeter camera and a photo-electric cell exposure meter. The photographs intentionally were made in different sections of the State. That the completed color slides were popular was indicated by the insistent demand for their use by county extension agents during the winter months.

Here are some of the comments by the men and women who used the color slides during the year: "It's easier to get out a crowd if you announce that color pictures are to be shown. They are almost as good as a demonstration meeting and have one advantage in that they can be taken during the busy growing season and shown during the winter and fall months. The slides can be arranged differently for talks stressing dif-

ferent subjects or phases of the program."

It was in showing to extension agents and specialists the possibilities of color slides that the two series accomplished most. These workers evidently believe that such slides have value, because some 20 county agents and 10 specialists now have color series under way.

To those agents not already at least partially equipped, the cost of the photographing and projecting equipment has been somewhat of a barrier. Complete reliable equipment including camera, exposure meter, tripod, portable glass beaded screen, and projector can now be bought by extension workers in Missouri for approximately \$100. In Missouri, the cameras suggested for this work fall into the medium-priced class. They have shutters recognized as standard and lens with apertures of  $f:4.5$  or larger. A photo-electric cell exposure meter made by some reliable manufacturer is recommended to anyone expecting to take natural-color photographs.

With fair success, the cost of the completed slides should not be more than 25 cents. If the camera user is expert, the cost can be reduced to 20 cents or less. Extension workers have found that 100 color slides will supply ammunition for a number of talks and meetings; and, of course, these can be added to from time to time.

A disadvantage of color films has been that no duplication method was available for one of the best color films. However, such service is now provided at approximately the same cost as the original film. Although it is possible to show color transparencies without mounting in glass covers, the extra protection to the film provided by the glass warrants the additional expenditure for most pictures.

whose limited finances would not permit them to attend college unless they could live on \$17 a month to enter school the fall of 1931.

"The idea seemed fantastic even to them, but in such a situation almost anything was worth trying. A five-room house was rented that fall. In their creed for cooperative living, the girls embodied economic and social goals, friendship, and an appreciation of the finer and cultural things of life.

"In the fall of 1933, they had outgrown the small house. The economy and practicability of the venture had attracted many 4-H girls, and the group was steadily growing. At the opening of school in the fall of 1938, a home accommodating 30 girls was purchased. The girls still do all their own work—cooking, serving, and cleaning—cooperatively. At the present time only 4 hours a week must be devoted to work at the house. One-third of the group members are employed in offices on the campus or elsewhere and are earning all or a goodly part of their low living expenses.

"Actual budgets of college women students at Kansas State College show the yearly average to be \$850. The lowest total for a working girl is \$375, and one Clovia girl found that \$320 a year covered her expenses—house bills, books, fees, clothes, club dues, railway fare to and from home, and miscellaneous items. Clovia girls cut expenses and have a happy time doing it."

Clovia was established as a national organization, Sunday, May 7, with the installation of Beta chapter at the University of Minnesota. The Minnesota cooperative group had been organized for 2 years under the name of *Sigma Phi Eta*. They have 16 actives, 5 pledges, and 3 alumnae. The Kansas State chapter has 67 alumnae, 24 actives, and 8 pledges.

Those who represented the Kansas State chapter in the installation ceremonies at St. Paul, Minn., were: Mrs. Ruby Corr Truax, of Kansas City, Mo., alumna and former president; Leona Ochsner, former president; Gwen Romine, president; and Betty Brown, vice president.

National officers elected are: President, Audrey Fox, University of Minnesota; vice president, Leona Ochsner, Kansas State; secretary, Barbara Nelson, University of Minnesota; treasurer, Mrs. Ruby Corr Truax, Kansas State; historian, Peggy Lind, University of Minnesota; and chaplain, Mrs. Mary Jordan Regnier, Kansas State.

## Keeping the Wolf from College

■ "4-H Club girls with slim finances and college ambitions need not feel that attainment is hopeless," says Mabel Smith, assistant State 4-H Club leader, Kansas State College Extension Service, Manhattan.

During the past 9 years former 4-H Club girls attending Kansas State College have been able to do so on minimum money resources. The girls living together as a cooperative group participate in athletic, scholastic, social, and cultural activities of the college, thereby including all the advantages

formerly enjoyed only by those students with large money allowances. Miss Smith tells this story of Clovia:

"With the Wall Street crash of 1929 echoing in the Middle West, six 4-H Club girls, along with the other economists, tried to solve their individual problems. The problem for the girls was to obtain tuition money and requisites for bread and butter while attending college. Little help could be expected from home. Cooperative living was the answer. It was worked out to enable girls

### 4-H Boys Plant Kudzu

Jefferson County, Ala., 4-H boys are covering barren hillsides with kudzu to halt erosion and build up the land. At least one boy from each club agreed to start a kudzu project early in the spring. G. J. Fowler, assistant county agent, estimates that from 75,000 to 100,000 kudzu crowns have been set in Jefferson County this year, most of them by 4-H Club boys.

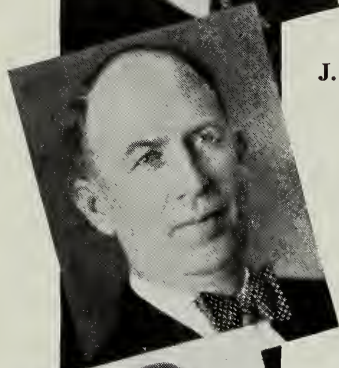


# Who's Who Among the First Agents

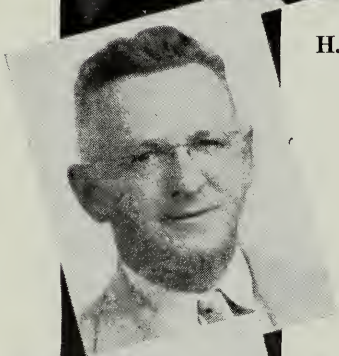
Blazing a new trail in education, these five directors have profoundly influenced the lives of thousands of rural people during 25 or more years of continuous service.



J. E. Carrigan.



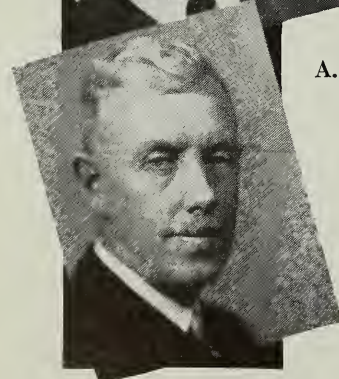
J. C. Taylor.



H. H. Williamson.



R. J. Baldwin.



A. E. Bowman.

■ Brought up on a Vermont hill farm and active in extension work in Vermont since the spring of 1914, J. E. Carrigan, director of the Vermont Agricultural Extension Service, has a warm and intimate understanding of the problems, difficulties, and goals of farm families.

Upon graduation from the College of Agriculture of the University of Vermont, in June 1914, he joined the staff of the Vermont Extension Service as extension agriculturist. In that capacity he conducted demonstrations of improved farming practices in counties which had no county agent and, in the winter, conducted extension schools in various parts of the State. From 1915 to 1917 he served as county agent in Addison County, and from then until 1931 was assistant State county agent leader. He has been extension director for the past 8 years. Under his leadership the Vermont Extension Service has been making a fresh approach to the study of how farm families can best be aided in solving their problems and how the Extension Service can best help them.

■ For 25 years J. C. Taylor has been a member of the Montana Extension Service of which he is now the director. His intense belief in the agricultural future of the State is shown by the systematic efforts directed toward developing a permanent type of agriculture which will withstand the hazards of the State's rigorous climate and provide an adequate standard of living.

His ideal of a happy farm population, with farmsteads in attractive settings protected by shelterbelts enclosing gardens, is included in every report from the time Director Taylor became an extension agent.

His conviction that local leaders are the key people through whom to rapidly build loyal, satisfied Montana citizens is also characteristic.

To bring these ideal rural homes into being, Director Taylor encouraged farm youth to become a part of the building process as members of 4-H Clubs.

The work done by Director Taylor toward accomplishment of his objectives is planning in the broader sense, started long before it became an official duty. This planning work started when he became county agent in an area much larger than some States of the United States. Incorporated into it was study of the future to anticipate problems and to correct them, so that security, a necessary forerunner of home development, would be assured.

When appointed head of the Montana Extension Service, Director Taylor maintained the ideals but enlarged the scale. Striving for security, he put encouragement and leadership behind such practical means as providing feed reserves, planting shelterbelts, flood irrigation, and the development of better crops and livestock, not forgetting conservation of natural resources and people. These are the same measures regarded as so vital today.

■ H. H. Williamson, director of the Texas Extension Service, has devoted his life to extension work in his native State and has had much to do with its development. In March 1912, he was made assistant agent in boys' and girls' club work for west Texas and in October was made club agent for the State. In that capacity he made many contributions to 4-H Club work. He became interested in national judging contests and helped to formulate the rules governing them. His Texas team won the national cattle-judging contest, and he went with the boys to Europe, where they won in the first international contest.

In 1920, he became State agent and in that capacity was responsible for expansion of the extension personnel and the high standard of work maintained by the county agricultural agents. In 1928, he was promoted to vice director and in 1935 to director of extension work. Director Williamson is chairman of the committee on extension organization and policy of the Land-Grant College Association and occupies a position of leadership in the association standing for a sound development close to the rural population. Under Director Williamson's leadership, Texas has been active in developing the whole-farm and home demonstration which is felt to be a long step in the direction of correlating extension work and making it more effective for the farm family. He has been successful in obtaining the active cooperation and support of civic organizations to the extension program.

Director Williamson is a native of Texas, born on a farm in Grimes County and a graduate of A. & M. College.

■ In the 30-year period during which Director Baldwin has been associated with the agricultural extension system in Michigan the staff has grown from 1 to 187 members and every county is now being served. The program has become inclusive of the varied interests of the farm, the home, the family, and the community.

This period saw the origin and growth of the cow-testing association and the purebred-sire association; the development and wide dissemination of improved varieties of grains and forage crops; the increase of alfalfa from a small acreage to more than 1,250,000 acres within the State; the development of the commodity marketing exchanges; the organiza-



# Movies Reach the People

**THOMAS W. MORGAN, Assistant to Director, South Carolina**

tion of the farm bureau; the spread of the Michigan plan of farm electrification; the control of hog cholera; and the completion (as the first State) of the bovine tubercular test.

During these years, 4-H Club work grew from a few members to a 50,000 enrollment in 5,000 clubs, with every county participating in the program.

Home-economics leaders in these years developed the plan of local leader training schools, making possible the wide influence of the program. The achievement day was conceived and developed into an effective method of promoting the home program.

Director Baldwin first came to Michigan State College as a student in 1900. At that time farmers seldom came to the campus, and faculty members made very few trips from the college except to farmers' institutes in the winter season. He returned to the college as assistant to the dean of agriculture in 1909. In that year, the first full-time extension worker was employed. After serving for a period as coordinator of extension projects, Mr. Baldwin was appointed as superintendent of college extension in 1913, and the following year became the director of extension work under the terms of the "Memorandum of Understanding" with the Department of Agriculture.

■ January 1, 1913, Albert E. Bowman was appointed assistant State leader in farm management in Wyoming. At that time the only other employee of the new extension division was an acting State leader. Traveling on horseback, by buckboard, sometimes on foot, he went about among the farm people making a study of practices they were following, getting acquainted, giving advice and assistance when asked, and explaining how the College of Agriculture could help farm people; thereby paving the way for the extension specialist and county agent who were soon to follow.

May 20, 1914, Mr. Bowman, following the passage of the Smith-Lever Act, was appointed State leader and a few months later, September 1, was promoted to director of extension.

And so, from a one-man department in 1913, the Wyoming Extension Service, under Mr. Bowman's leadership, has gone steadily forward, increasing its personnel as money was available, expanding its service as demands increased, planning with caution, executing conservatively, varying programs to meet changing conditions until today it is recognized by the people of Wyoming as a strong and indispensable department of the College of Agriculture to serve rural people.

Director Bowman was born and reared on a farm in Utah, graduating from Utah Agricultural College in 1911. Following graduation, he was appointed assistant agronomist at his home college, where he served until he came to Wyoming, January 1, 1913.

■ The showing of educational motion pictures on agricultural and homemaking subjects, as a part of the visual-instruction program of the Clemson College Extension Service, meets an enthusiastic response from the farm people of South Carolina. In 1938 a total of 62,914 farmers, farm women, and 4-H Club boys and girls attended 429 meetings arranged by county and home demonstration agents, at which time these pictures were shown.

Visual instruction, chiefly through the use of educational motion pictures, was started as an experiment by the Extension Service in 1936 in an effort to improve the efficiency of methods of teaching farm people new and improved methods of farming and homemaking. Educational films suitable for showing to South Carolina audiences of farm people were purchased from the United States Department of Agriculture and from other sources. Subjects covered by these films include livestock, crops, dairying, insects and diseases, forestry, 4-H Club work, poultry, foods, clothing, health, rodent control, and scenic and inspirational subjects.

Two trucks were each furnished with projection equipment, motor-driven generator to produce electric current in rural sections having no electricity, and copies of all available films. These trucks are in charge of trained operators and are scheduled through county agricultural and home demonstration agents for showings before audiences of farm people. Since the project was started in July 1936, showings have been made before 886 audiences made up of 131,389 farm people.

In 1937, the Extension Service, in cooperation with the United States Department of Agriculture, produced "Sam Farmer's Cotton," a sound picture showing recommended methods of cotton production in South Carolina. This film was made in Anderson County, has been shown to cotton growers throughout the State, and is available from the Department of Agriculture for loan throughout the United States. In addition, the Extension Service has produced motion pictures of demonstrations in hog production, sweetpotato production, turkeys, and beekeeping, and others on 4-H Club work, the use of milk in the home, pastures and forage crops, and purebred sires.

The Extension Service teaches improved methods of farming and homemaking through demonstrations of such practices conducted by farmers and homemakers with the help and under the supervision of extension workers. It is evidently impossible for all farm

people to see these demonstrations; but, through the medium of educational motion pictures, the Extension Service is able to carry the demonstrations to large numbers of farm people.

Odd as it may seem, these motion pictures have been seen by hundreds of rural people who had never before seen a motion picture. A recent night showing in a lower State community was attended by a farmer who had never before seen a motion picture and who had not been away from home at night in 40 years.

County agricultural and home demonstration agents make full use of these films in connection with meetings of farmers, farm women, and 4-H Club boys and girls. They find that the use of educational films gives them one of the most effective methods of teaching and enables them to reach a much larger number of farm people with their educational programs.

## R for Weak Voices

The value of using modern equipment in carrying on extension work was strikingly demonstrated during an irrigation field tour conducted last year by Art King, the extension soil specialist at Oregon State College. The tour extended over 2 days, with an attendance ranging from 100 to 200 persons each day.

Naturally, not all the specialists taking part in the tour possessed the kind of booming voice necessary for most effective outdoor use. As a result, the first day the farmers had to crowd around the speaker in a tight mass. Even so, the discussion was heard imperfectly at best by the growers on the outer part of the circle.

The second day, arrangements were made with an electric utility company to supply a sound truck, which was used at every stop. The truck was spotted as close as possible to the place where the speaking was to be held and a portable microphone run out as far as necessary from it. Those in the crowd sat around comfortably and were able to hear every word without difficulty. If not interested in any particular item being discussed, they could carry on private conversations with other specialists without disturbing the main meeting.

■ 4-H baby-beef clubs are expanding in Pennsylvania where 429 boys have enrolled in 19 counties as compared to 295 enrolled last year.



# A Farm Woman Appraises Extension

Mrs. J. L. Sheldon, a farm woman member of the Fair-Play Home Demonstration Club, Oconee County, S. C., for the past 22 years, reviews the services of extension agents in her county as a part of the Nation-wide twenty-fifth anniversary celebration.

■ In summing up the results of this 25 years of extension work, the greatest good cannot be estimated, for our greatest benefits have been the intangible things—happiness, comradeship, courage, friendship, and faith.

"Without a vision the people perish." We need to dream dreams, and we are glad that our agents came to share with us their dreams of a better social and economic life. They came to us advising labor and thrift. "Work," they said, "work wisely and save, if you would realize your dream of a lovely home."

The fact that we organized clubs and pledged ourselves to work to improve our condition was but an outward sign of a great awakening. In union there is strength, so our extension workers taught us to tackle our problems cooperatively.

First, we began to discuss that ever-paramount need of every rural home—the need for more money. We were asked to try the live-at-home program, and for years now the extension agents have insisted that we truly carry out that program. They have endeavored to help us to get better hogs, cows, and poultry. Many lessons and demonstrations have been given on how to properly grow, cure, and can meats. Then we have studied the dairy business and the poultry business from "A through Z," and to a large extent these lessons have been sown on fertile soil. A glance at the yearly reports of G. H. Griffin, county agricultural agent, and Mary C. Haynie, county home demonstration agent, will show how Oconee County now sells poultry by the carloads, while a few years ago a coop would have glutted the market. By opening up new markets for our poultry products, the agents revolutionized the poultry business for us. Selling butter and cream at club markets several years ago was the means of a number of people keeping their regular customers. The cream route was a means of cash at one time but could not be continued because we did not have enough

cows. A glance at the well-filled pantry shelves will reveal how home demonstration club members have learned how to conserve their surplus fruits, vegetables, and meats; and how they have learned to grow these things in order to have a surplus for canning and for sale. The canning of meats, using the steam-pressure cooker, has been a great boon in the life of many busy housekeepers. The use of tin cans for vegetables and meats has increased greatly during this period. Health through proper diet and sanitation has been instilled into every home demonstration club member.

For years one of the great aims of the Extension Service has been for the State to work in a mighty campaign to beautify her homes, churches, schools, and other public places and roadsides by planting flowers, ornamental shrubs, and trees. "Rome wasn't built in a day," and Oconee County has begun a big campaign to do her bit to make the South a lovely place. We are rich in natural resources, and we predict that the next generation will be proud of the scenic beauty in our county. Already we have lanes of crepe myrtle and roses that give us hints of the glory that can be.

All these achievements are inspiring, but we feel that we shall not be contradicted when we say that the outstanding accomplishment of the years has been the organization and work of the 4-H Clubs, for "he who helps a child helps humanity with a distinctiveness that nothing else can give." I am sure that Oconee County girls and boys are today making better homes and better citizens because of their training in 4-H work and because they pledged their hearts, hands, heads, and health to God and their country.

We have, this year for the first time, established a Marie Cromer scholarship loan fund which is being used and will be used for educational purposes from year to year by worthy Oconee County girls.

Girls' and women's work in Oconee County began in 1917. Ruth Berry was our first agent. She was with us from 1917 to 1919 and was assisted by Nell Hines and Tabitha Stribling. These agents did the pioneer work, which is ever difficult, but they laid a good foundation. Miss Stribling carried on the work in 1919 and had as her assistant Nanalyn Brown. They were especially interested in problems of nutrition and in improving the earning capacity of the farm people.

Ethel Counts came to us in 1920 and was with us for 4 busy, eventful years. Miss Counts made a special effort to get the poorest

of the poor, uneducated tenant women into the clubs and to teach them better home-making. She enlarged the number of clubs in the county, organized the 4-H Clubs, did much work in community fairs, organized the county council, and did a good piece of work in club marketing.

Elizabeth Herbert was with us during 1925 and 1926. Miss Herbert once said to me: "The home eventually controls the viewpoint of a man; I'm trying to improve each home." I think that was the key to her service.

Mary C. Haynie came to us in 1927 and since that time has conducted the various phases of extension work in our county. Miss Haynie will be remembered for her work in training local leaders in Oconee County, both in 4-H and home demonstration work. She has greatly enlarged the scope of the agent's work, and she has been particularly active in the campaign to beautify home, school, and church grounds.

Mr. Griffin has, of course, for the past few years been loaded down with AAA duties, which in itself has been a full-time job for any man; and nobly and well have he and his helpers carried on this work. I expect that the work he and W. H. McGee and other workers have done to build up and improve the soil will be put down in history as their greatest contribution, but we should not overlook the marketing of poultry, which is done cooperatively by Miss Haynie and Mr. Griffin, and the work which Mr. Griffin is doing in building up the apple industry and the mule-raising project.

It is required of stewards that they be faithful. We congratulate our agents for being faithful, capable, and loyal to Oconee County and its best interests. Could there be any higher praise? We are glad that you work with us and trust that we shall have many busy, happy, useful years of service together.

## ON THE CALENDAR

American Dietetics Association, Los Angeles, Calif., August 27-31.

American Country Life Association Conference at Pennsylvania State College, State College, Pa., August 30-September 2.

Twenty-third Annual Eastern States Exposition, Springfield, Mass., September 17-23.

National Dairy Show, San Francisco, Calif., October 21-30.

Fifty-third Annual Convention of the Association of Land-Grant Colleges and Universities, Washington, D. C., November 14-16.

Convention of National Grange, Peoria, Ill., November 20-25.

American Society of Agronomy and the Soil Science Society of America, New Orleans, La., November 22-24.



# IN BRIEF

## Enterprise

As a method of raising funds for their 4-H Club, three Pawnee County, Kans., boys, aided by their local leaders, obtained paint, brushes, and lettering guides so that they might brighten up the mail boxes of the community. The boys set out on their bicycles and at each farm home asked if they might paint the mail box, the box holders paying what they felt the job was worth.

## Wildlife Restoration

Forty-seven States have indicated that they wish to participate in the new Federal-State cooperative plan for wildlife restoration. Under the Pittman-Robertson Act, approved in 1937, the Congress appropriated \$1,000,000 to inaugurate the program in the year begun July 1, 1938. The funds are available for conducting studies in wildlife management, developing and improving publicly owned or leased areas, and purchasing other lands desirable for wildlife restoration.

## Film-Strip Library

County vocational agriculture departments have organized a film-strip library in co-operation with the Vigo County, Ind., extension office. More than 100 different film strips are being obtained from the United States Department of Agriculture, and other sources, on agricultural subjects. All 10 of the co-operating vocational departments may use the film strips for all-day vocational classes, part-time, and evening classes. The extension office will use the films in farm bureau, 4-H Club, and other educational meetings. Each department represented in the cooperative library bought a minimum of \$5 worth of film strips, reports C. L. Brown, assistant county agent.

## Anniversary Celebration

Celebrating 25 years of extension work in Smith County, Tex., between 1,500 and 2,000 people gathered to pay tribute to the extension workers who had served them and to testify to the value of their work. The county claims that W. C. Stallings, who was appointed in 1906, was the first full-time agent. Mr. Stallings in those days preached what is today a fundamental part of the Government's recommended farm practice—planting a row of peas between two rows of corn to build up the soil.

The present county agent, Elbert Gentry, has grown up with the Extension Service, having worked with Dr. Seaman A. Knapp as a special agent of the Department of Agriculture before the passage of the Smith-Lever Act. He recalled how Smith County's cotton crops had grown from 16,000 bales to its greatest yield in 1925 of 53,693 bales and how blackberry bushes had increased from a few hundred to 5,000 and rose bushes to millions.

Plans were made for writing down the agricultural history of this county which has been a pioneer in the extension service and which has been associated with many of the early leaders.

## Repay Loans

Members of the production credit system repaid more than 210 million dollars to the 535 production credit associations in the year 1938, according to a statement released by S. M. Garwood, production credit commissioner of the Farm Credit Administration.

## Special Delivery

The postmasters and rural carriers of Franklin County, Ala., handle all the mail that is sent out from the county extension office. Last summer they themselves received some of the mail—circular letters inviting them to a chicken barbecue with the agricultural and home demonstration agents as hosts.

The invitation read in part: "When we think of the days, rain or shine, that you have delivered thousands of letters to worried farmers, eager women, and expectant children, we know that without you extension work could not function at all. We should like to show our appreciation for this service, and we want to know our post office friends and carriers."

## CONTENTS

	Page
Skill in Presentation—an editorial.....	Inside front cover
Art of Taking and Using Extension Pictures, Kansas..	113
In Sight—In Mind.....H. L. Washburn, Calif.	114
Telling Consumers About Eggs, Michigan.....	115
An Appraisal and a Prophecy.....Mildred Horton, Tex.	116
Why I Use Color Slides.....I. G. Kinghorn, Colo.	117
Informed Farmers Mean Sound Agriculture.....	Milton Eisenhower 118
Enlargements Fill Front Rows.....Louis Franke, Tex.	119
Women Establish Demonstration Forests.....	F. J. Shulley, Ark. 120
4-H Photo-History Contest, South Dakota.....	121
Governor Takes Part in Planning, South Dakota.....	121
North Carolina 4-H Clubs.....L. R. Harrill	122
Extension Up to the Minute.....W. S. Moreland, N. J.	123
Wings for Words.....August Neubauer, Minn.	124
Missouri Reports on Color Slides.....H. M. Dail	125
Keeping the Wolf from College, Kansas.....	125
Who's Who Among the First Agents.....	126
Movies Reach the People.....T. W. Morgan, S. C.	127
Farm Woman Appraises Extension, South Carolina...	128

# AMONG OURSELVES

■ DR. W. H. MARTIN, director of research, New Jersey State Agricultural Experiment Station since 1935, has been appointed director of the station and dean of the College of Agriculture, Rutgers University, to succeed the late Jacob Goodale Lipman.

Associated with the institution since 1915, when he graduated from the University of Maine, Dr. Martin began his career as teacher and investigator in plant pathology. In addition to directing a comprehensive program of research and education on plant-disease problems, he has led New Jersey potato growers in their attack on marketing problems. He has published numerous scientific papers and is a member of many scientific societies. During the World War he served in the United States Army Air Service as second lieutenant.

■ H. H. WARNER, director of extension in the Territory of Hawaii, has returned from a month's cruise among the South Sea Islands. Traveling on the Coast Guard cutter *Roger B. Taney*, he visited Canton Island, an atoll where a mid-Pacific base is being established by a commercial air line and where tomatoes and watermelons are being grown in soil shipped from Honolulu. They took more seeds and soil for increasing the production of the "garden," which is in a wire-screened house to protect the plants from birds, rats, and hermit crabs. This "farm" provides the only source of fresh vegetables for the workers constructing the air base. Director Warner also visited Howland, Baker, Jarvis, and Enderberry Islands. An interesting feature of his trip was achievement day for the two 4-H Clubs of Pago Pago in American Samoa, which were organized more than a year and a half ago and reported in the October 1938 number of the REVIEW.

■ W. J. FORBESS, after 21 years serving Hamilton County, Tenn., first as assistant county agent, then as county agent, died June 1. The Tennessee Extension Review says of him: "It is doubtful if there is an extension worker in the State as universally loved and respected by those whom he served as Agent Forbess."

The Tennessee Extension Service has also recently lost a veteran Negro agent, William R. Davis, assistant county agent in Negro work, Fayette County, who was appointed December 16, 1919, and died May 6, 1939.

■ DOLORES MORALES DIAZ, supervisor of home demonstration work in Puerto Rico, has been spending 6 months in Venezuela instructing 20 young women in home demonstration work so that similar work may be established in that republic.



# FILM STRIP PRICES

FOR FISCAL YEAR ENDING JUNE 30, 1940

---



The contract for the current fiscal year was again awarded to Photo-Lab, Inc., 3825 Georgia Avenue NW., Washington, D. C. This is the only firm authorized to make and sell official film strips of the United States Department of Agriculture until July 1, 1940.

Film strips sell for 50 cents to 70 cents each when single copies are purchased. When quantities are ordered from the same negative, prices are lower.

The same low prices for the making of film strips for State and county workers will prevail again this year, the price being 10 cents per frame. This price includes the negative and one positive film strip print ready for use.

Write for additional information regarding costs for printing of legends and subtitles, catalog of film strips, and suggestions on how to organize your own series from your photographs.

---

EXTENSION SERVICE - U. S. DEPARTMENT OF AGRICULTURE - WASHINGTON, D. C.